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ABSTRACT

Northern Virginia Community College (NVCC) currently enjoys three distinctive automotive training partnership agreements designed to meet the specific educational needs of the participating industries. The first agreement is between NVCC and the Product Service Training Department of General Motors Corporation (GMC), whereby GMC may extend its training programs to the college campus to meet its increased need for dealer technician training. Under this agreement, the college provides the faculty and facilities, while GMC maintains control over content, design, scheduling, and refinement of the training courses offered. The second agreement, also with GMC, is for the provision of an associate in applied science (AAS) degree program in automotive technology for students selected by GMC. NVCC offers its existing AAS degree program in sections scheduled and tailored to meet the needs of students working in GMC dealerships. The third agreement is with the National Services Training Manager of American Motors Corporation (AMC) to accommodate a training program for AMC mechanics. This agreement differs from the others in that AMC provides its own instructors, instructional supplies, and equipment, while the college provides facilities, awards continuing education credits, and provides normal student services. Additional information on each of the training agreements is appended. (HB)

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AUTOMOTIVE EDUCATIONAL - INDUSTRY PARTNERSHIPS AT NORTHERN VIRGINIA COMMUNITY COLLEGE

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Paper presented at the 64th Annual Convention of the American Association of Community and Junior Colleges, in Washington, D.C., April 1984.

JC 840 240

AUTOMOTIVE EDUCATIONAL - INDUSTRY PARTNERSHIPS
AT
NORTHERN VIRGINIA COMMUNITY COLLEGE
Presented By
H. E. McCartney, Assistant Division Chairman
For Automotive Programs

Northern Virginia Community College currently enjoys three automotive training partnership agreements -- two with General Motors Corporation and one with American Motors Corporation. Each agreement is distinctly different and was developed to meet the specific educational needs of the Industrial Partner. These agreements are:

a. General Motors Cooperative Training Partnership, 1981

b. General Motors/Northern Virginia Community College Automotive Service Educational Program (ASEP), 1982

c. American Motors Mechanics Training Program, 1984

I will describe each of these programs in the above order. Our First Agreement is:

The GM Cooperative Training Partnership

This is an agreement between the College and the Product Service Training Department of General Motors whereby GMC may extend their training programs to our college campus to meet their increased need for Dealer Technician Training.

Under the terms of this agreement the college provides the faculty and facilities while General Motors maintains control over content, design, scheduling and refinement of the training courses to be offered. In this kind of arrangement the industry's needs are paramount and the college administers training in line with those needs. After these needs are met the college may provide the same instruction to Automotive Technology students and the Industry After Market using training materials provided by General Motors.

The College commitments to this program are:

a. Establish a training center concept that provides faculty resources and technical expertise, classroom and laboratory facilities and coordinate course scheduling with the local training center.

b. Establish a faculty development program for updating training to a level equal to General Motors Training Center instructional staff.

c. Provide administration of training activities to insure that educational objectives are implemented in accordance with the intentions of General Motors and in keeping with the college's standards.

General Motors commitments are as follows:

a. Provide instructional materials to include books, catalogs, manuals, charts, components, films and automobiles.

b. Provide product update training for college personnel involved in teaching GM courses.

c. Pays the college for services provided at the agreed rate.

Our Second Agreement is a:

General Motors/Northern Virginia Community College Automotive Service Educational Program.

This is a program which has been in existence at other colleges since 1979. It is a Cooperative agreement between General Motors and selected colleges to develop Automotive Service Technicians trained intensively and exclusively on GM Products and components while working toward an A.A.S. degree in college. NVCC entered into such an agreement in 1982 and enrolled its first A.S.E.P. class in the Fall of that year.

Our Agreement with General Motors Corporation is to provide an A.A.S. degree program in Automotive Technology for students selected by representatives of General Motors Car and Truck Divisions. The college is offering its existing A.A.S. degree program in sections scheduled and tailored to meet the needs of students working in GM Dealerships. This program is identified as the General Motors/Northern Virginia Community College Automotive Service Educational Program (GM/NVCC ASEP).

This curriculum is designed to meet increasing demand for competent automotive service technicians in today's ever changing technology. Automobile manufacturers are engaged in product development of new gasoline and diesel engines, electronic fuel controls, computerized systems, automatic and manual transmissions, and totally new redesigned automobiles and trucks plus a wide range of new and revised options and accessories. Adequately trained competent technicians with the knowledge and skills to work on today's vehicles are now in great demand and this need will last well into the foreseeable future.

Those completing this program will be employed full time as automotive service technicians in dealership repair and service facilities, they usually begin earning their way by the end of the first year in the program.

Occupational objectives include line technician, tune-up specialist, diagnostician, customer service representative or service management trainee.

Special curriculum requirements: Other than those set by General Motors representives are as listed in our College Catalog. This includes one year automotive shop in high school or equivalent work experience. Remedial courses are offered for students not meeting these requirements.

In order to satisfy laboratory requirements of automotive courses in this curriculum, students must enroll, each quarter, in cooperative education. A Cooperative Education Counselor works with automotive instructors to establish course objectives. He then makes regular visits to student work stations and coordinates their practical experience with an in dealership student supervisor.

The curriculum is a two-year program tailored to provide time at the college for learning and time at work for practical experiences.

We started this program with students selected and screened by General Motors Dealers, of course, the students selected also meet the admissions requirements of the college. We believe that through this program we can contribute to GM's higher educational needs by providing:

a. Technical education designed to meet the increasing demand for competent Automotive Technicians;

b. Courses in general education needed by each individual to be an effective technician and employee;

c. An Automotive Technology Program readily adapted for transfer to a four-year college or university for those wishing to secure a baccalaureate degree;

d. A well-rounded citizen with the ability and desire to live and work harmoniously in today's society.

General Motors Corporation and participating dealerships in return will provide:

a. Jobs for our students;

b. Training and technical updating for our faculty;

c. New equipment and instructional supplies for our automotive instruction;

d. Capability to participate in instruction or teacher training.

As you can see this is a mutually profitable arrangement for both the college and General Motors.

Our Third Agreement is:

American Motors Mechanics Training Program

This is an agreement between the college and the National Services Training Manager of American Motors Corporation to accommodate a training program for AMC mechanics. This program differs from our Product Service Training Agreement with General Motors in that AMC provides their own instructor, all instructional supplies and equipment.

The college commitments to this agreement are as follows:

a. Provide classroom and laboratory facilities.

b. Awards students who successfully complete the course Continuing Education Units, (CEU's) and provides transcripts upon written request.

c. Provide parking and normal student services for students.

AMC Commitments are as follows:

a. Provide instructor at no cost to the college.

b. Provide instructional material to include books, catalogs, manuals, charts, components, films and automobiles for use in other automotive courses as well as their own.

c. Provide update training for college personnel for use in other automotive courses.

d. Pays the college for services provided as specified in the agreement.

Currently we are negotiating with Chrysler Corporation and Ford Motor Company in an effort to work out Training Partnership Agreements to suit their service technician training needs. Since Ford Motor Company has a training center so near our college we will probably concentrate on an agreement whereby we can use their training materials for training After Market personnel.

If I can be of assistance to any of you in establishing Partnership Agreements with the Automotive Industry please feel free to call on me. My telephone number is (703) 845-6230.

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GENERAL MOTORS/NORTHERN VIRGINIA COMMUNITY COLLEGE
COOPERATIVE TRAINING PARTNERSHIP

GENERAL INFORMATION

The General Motors Cooperative Training Partnership agreement provides for the extension of GM's Training Programs to the Alexandria Campus of Northern Virginia Community College to meet their increased need for Dealership Mechanics Technical and Update Training. This agreement covers a training period beginning on June 18th and ending on the following June 15th. The agreement is subject to renewal or termination annually based upon General Motors need and the College capability.

Under the terms of this agreement the College provides teaching faculty to teach service technicians from GM Car and Truck Division Dealerships within the area covered by GM's Fairfax Virginia Training Center. The College also provides the facilities to include both classroom and laboratory activities in keeping with GM's established training center concept. The College administers training activities to insure educational objectives are implemented in accordance with the intentions of General Motors and in keeping with the College standards. NVCC is also responsible for establishing a faculty development program to maintain a teaching staff qualified and current to a level equal to the General Motors Training Center instructional staff.

General Motors maintains control over courses to be taught, their content, design, refinement and scheduling. GM also provides instructional materials to include books, catalogs, manuals, charts, components, films and current model automobiles. The Corporation also provides for technical and new product service update training at the local training center and at their Service Development Center in Detroit, Michigan.

General Motors Corporation pays the College for Services provided at an agreed rate based upon the estimated cost per student and the number of days of instruction.

GENERAL MOTORS/NORTHERN VIRGINIA COMMUNITY COLLEGE
AUTOMOTIVE SERVICE EDUCATIONAL PROGRAM

GENERAL INFORMATION

The General Motors Automotive Service Educational Program (ASEP) is a two year automotive program designed to upgrade the technical competence and professional level of the incoming dealership technician. The curriculum is designed by General Motors and Northern Virginia Community College and leads to an Associate Degree in Automotive Service Technology. The program involves not only attending classroom lecture and laboratory on GM products at Northern Virginia Community College but also requires the student to work at a General Motors dealership.

The total program lasts about 68 weeks with approximately 34 weeks spent at Northern Virginia Community College and the remaining 47 weeks spent in a GM sponsoring dealership, 13 of which are during the summer between the first and second years. For example, the first quarter involves 6 weeks at Northern Virginia Community College followed by 6 weeks work experience at the dealership. After the dealer work experience is completed, the student returns to Northern Virginia Community College for another 5½ weeks of courses, followed by 5½ more weeks at the dealership. The back and forth classroom-work experience rotation continues until completion of the program. The work experience at the dealership relates as much as possible to the course work just completed at Northern Virginia Community College. The next ASEP program will begin in the Fall of 1984.

Since considerable time is spent at the dealership, it is a requirement of the program for the student to have a sponsoring General Motors dealer. If necessary, the student will receive some assistance in locating a sponsoring dealer. The main responsibility of the dealership is to provide a job for the student during his work experience period. Although it is not a requirement of the program, the student may also work part-time at the dealership while attending classes, providing it does not interfere with his studies.

All tuition, fees, and textbook costs are the responsibility of the student. The tuition cost is based on the college in-state resident rate. If the student does not reside in the State of Virginia, the student must pay out-of-state tuition. Current tuition rates are Virginia Domicile $15.25 per credit and Out-of-state Domicile $66.00 per credit.

In addition to the tuition, fees, and textbook costs, the student is also required to purchase a prescribed basic hand tool set if he does not already have one. The approximate initial cost of the set is $600.00 with additional cost of about $250.00 required to upgrade as the program goes on. The student can select any brand of tools and assistance in obtaining an educational discount may be arranged for most popular brands.

Since the student earns while he learns, a considerable portion of the costs involved in the program are offset.

Obviously, the program requires much effort on the part of the student, however, the benefits are worth the effort. The skill, knowledge, and potential of those who complete the program are far superior to most other automotive programs. The balance of qualities he obtains forms a basis from which he can develop and progress within the dealer's organization.

Dealers who have participated in ASEP find that their students begin pulling their own weight and earning their way in the dealership in their second quarter. Students who have completed the program can often rival the job performance of a technician on the job for five or ten years.

The sophistication, professionalism, and competence require in today's automotive service field certainly demands such a program.

AMERICAN MOTORS CORPORATION/NORTHERN VIRGINIA COMMUNITY COLLEGE
MECHANICS TRAINING PROGRAM

GENERAL INFORMATION

The American Motors Corporation Mechanics Training agreement provides for the location of their training program in the Automotive and Engineering Building, Alexandria Campus, Northern Virginia Community College. In this agreement American Motors provides a qualified instructor, maintains control over scheduling, content, design, refinement of courses offered and coordinates details of the program with a designated College representative. This program was initiated in January 1984 and is renewed quarterly based upon the training needs of American Motors Corporation.

Under the terms of this agreement the College provides facilities for both classroom and laboratory activities necessary to teach AMC Mechanics Training courses.

The College also awards Continuing Education Units (CEU's) to those who successfully complete these courses and provides student transcripts upon request. The College is also responsible for normal student services and administration.

American Motors Corporation agrees to provide instructional material to include books, catalogs, manuals, charts, components, films, and automobiles for use in other automotive courses as well as their own. The Corporation also agrees to provide update training for College personnel for use in after market training and other automotive courses. The AMC instructor registers students for each course, collects fees and submits completed forms and fees collected to the Office of Continuing Education.

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